
[Return to the USPTO NPL Page](#) | [Help](#)

[Basic](#)
[Advanced](#)
[Topics](#)
[Publications](#)
[My Research](#)
0 marked items

Interface language:

English

Databases selected: Multiple databases...

[What's new](#)

## Results

277 documents found for: ( SUB(Direct marketing) and (layout or arrang\* or format\* or organi\*) and (custom\* or tailor\* or optimi\*)) AND PDN(<1/19/2001)

[Setup Alert](#)
[About](#)




























[All sources](#)
[Scholarly Journals](#)
[Magazines](#)
[Trade Publications](#)
[Newspapers](#)
[Reference/Reports](#)

☐ Mark all
 ☐ 0 marked items: Email / Cite / Export

☐ Show only full text

Sort results by: [Most relevant first](#)

- |                          |   |                                  |   |
|--------------------------|---|----------------------------------|---|
| <input type="checkbox"/> | 1. <b>Christmas extra: Mouse mat to doormat: Whether you buy over the net or through mail order, you can make savings and charities see big profits from direct sales, reports Jill Papworth</b><br><i>Jill Papworth. The Guardian. Manchester (UK): Nov 18, 2000. p. 4</i> | <a href="#">Full text</a>        | <a href="#">Abstract</a>                                  |
| <input type="checkbox"/> | 2. <b>Marketing Services Group to Acquire Perks.com</b><br><i>PR Newswire. New York: Oct 30, 2000. p. 1</i>   | <a href="#">Full text</a>        | <a href="#">Abstract</a>                                  |
| <input type="checkbox"/> | 3. <b>Bigfoot Interactive Appoints Daniel Affeldt Vice President of Marketing &amp; Communications</b><br><i>PR Newswire. New York: May 2, 2000. p. 1</i>   | <a href="#">Full text</a>        | <a href="#">Abstract</a>                                  |
| <input type="checkbox"/> | 4. <b>The digital revolution</b><br><i>Alicia Orr. Target Marketing. Philadelphia: Mar 2000. Vol. 23, Iss. 3; p. 42 (5 pages)</i>   | <a href="#">Text+Graphics</a>    | <a href="#">Page Image - PDF</a> <a href="#">Abstract</a> |
| <input type="checkbox"/> | 5. <b>Anti-spam organizations launch petition against DMA</b><br><i>Karl-Henry Martinsson. InfoWorld. San Mateo: Jan 24, 2000. Vol. 22, Iss. 4; p. 66A (2 pages)</i>  | <a href="#">Page Image - PDF</a> | <a href="#">Abstract</a>                                  |
| <input type="checkbox"/> | 6. <b>Insurance e-commerce...still promise, not performance</b><br><i>Donald R Jackson. Direct Marketing. Garden City: Dec 1999. Vol. 62, Iss. 8; p. 38 (4 pages)</i>   | <a href="#">Text+Graphics</a>    | <a href="#">Page Image - PDF</a> <a href="#">Abstract</a> |
| <input type="checkbox"/> | 7. <b>Pushing back the business frontiers</b><br><i>Anonymous. Marketing. London: Oct 7, 1999. p. 49 (1 page)</i>   | <a href="#">Full text</a>        | <a href="#">Abstract</a>                                  |
| <input type="checkbox"/> | 8. <b>Firms Push Direct PC Marketing: [FINAL Edition]</b><br><i>Henry Norr, Chronicle Staff Writer. San Francisco Chronicle. San Francisco, Calif.: Sep 27, 1999. p. E.1</i>  | <a href="#">Full text</a>        | <a href="#">Abstract</a>                                  |
| <input type="checkbox"/> | 9. <b>Data access shake-up for direct marketing</b><br><i>Alan Mitchell. Marketing Week. London: Aug 19, 1999. Vol. 22, Iss. 29; p. 24 (2 pages)</i>  | <a href="#">Full text</a>        | <a href="#">Abstract</a>                                  |

- |                          |     |  |   |  |
|--------------------------|-----|--|---|--|
| <input type="checkbox"/> | 10. | <b><u>MessageMedia Names Susan L. Morse Vice President of Human Resources; Executive Joins Management Team to Lead Acquisition Integration Efforts</u></b><br><i>Business Editors. Business Wire. New York: Jul 12, 1999. p. 1</i> |  <a href="#">Full text</a>       |  <a href="#">Abstract</a>         |
| <input type="checkbox"/> | 11. | <b><u>Find out how to stop customers from leaving</u></b><br><i>Neil Rongstad. Target Marketing. Philadelphia: Jul 1999. Vol. 22, Iss. 7; p. 28 (2 pages)</i>  |  <a href="#">Text+Graphics</a>   |  <a href="#">Page Image - PDF</a>   |
|                          |     |  |  <a href="#">Abstract</a>      |  |
| <input type="checkbox"/> | 12. | <b><u>Should you sell or compete?</u></b><br><i>Richard H Witmer, H Peter Nesvold: John S Sawyer, Henry Hoke III. Direct Marketing. Garden City: May 1999. Vol. 62, Iss. 1; p. 52 (7 pages)</i>                                    |  <a href="#">Text+Graphics</a>   |  <a href="#">Page Image - PDF</a>   |
|                          |     |  |  <a href="#">Abstract</a>      |  |
| <input type="checkbox"/> | 13. | <b><u>Ringling endorsements</u></b><br><i>Robert M Baranoff. LIMRA'S MarketFacts. May/Jun 1999. Vol. 18, Iss. 3; p. 22 (2 pages)</i>   |  <a href="#">Full text</a>       |  <a href="#">Page Image - PDF</a>   |
|                          |     |  |  <a href="#">Abstract</a>      |  |
| <input type="checkbox"/> | 14. | <b><u>Creativity with numbers</u></b><br><i>Shotton, Neil. Campaign. Teddington: Apr 30, 1999. p. DM9 (1 page)</i>   |   |  <a href="#">Abstract</a>         |
| <input type="checkbox"/> | 15. | <b><u>Let's hold a focus group?</u></b><br><i>Jennifer Lawrence, Paul Berger. Direct Marketing. Garden City: Apr 1999. Vol. 61, Iss. 12; p. 40 (4 pages)</i>   |  <a href="#">Text+Graphics</a>  |  <a href="#">Page Image - PDF</a>  |
|                          |     |  |  <a href="#">Abstract</a>     |  |
| <input type="checkbox"/> | 16. | <b><u>Data focus on customers</u></b><br><i>Karen Fletcher. Marketing. London: Mar 11, 1999. p. 52 (2 pages)</i>   |  <a href="#">Full text</a>     |  <a href="#">Abstract</a>       |
| <input type="checkbox"/> | 17. | <b><u>Editorial: Winning in smart markets</u></b><br><i>Glazer, Rashi. Journal of Interactive Marketing. Hoboken: Winter 1999. Vol. 13, Iss. 1; p. 2 (3 pages)</i>   |   |  <a href="#">Abstract</a>       |
| <input type="checkbox"/> | 18. | <b><u>Computing problem leads to massive free goods distribution</u></b><br><i>Anonymous. EDPACS. Reston: Dec 1998. Vol. 26, Iss. 6; p. 18</i>   |   |  <a href="#">Abstract</a>       |
| <input type="checkbox"/> | 19. | <b><u>The "new frontier" direct marketer</u></b><br><i>Christopher C Nadherny. Direct Marketing. Garden City: Jul 1998. Vol. 61, Iss. 3; p. 22 (5 pages)</i>   |  <a href="#">Text+Graphics</a> |  <a href="#">Page Image - PDF</a> |
|                          |     |  |  <a href="#">Abstract</a>    |  |
| <input type="checkbox"/> | 20. | <b><u>Insurance: Wachovia Taps Direct Marketer to Strengthen its Insurance Business</u></b><br><i>American Banker. New York, N.Y.: Jun 29, 1998. Vol. 1, Iss. 2; p. 12</i>   |  <a href="#">Full text</a>     |  <a href="#">Abstract</a>       |
| <input type="checkbox"/> | 21. | <b><u>Choosing the right program</u></b><br><i>Kurt Johnson. Direct Marketing. Garden City: Jun 1998. Vol. 61, Iss. 2; p. 36 (4 pages)</i>   |  <a href="#">Text+Graphics</a> |  <a href="#">Page Image - PDF</a> |
|                          |     |  |  <a href="#">Abstract</a>    |  |

- ☐ 22. **Covering all bases**  
*Carol Krol. Advertising Age (Midwest region edition).* Chicago: May 18, 1998. Vol. 69, Iss. 20; p. 40 (1 page)


 [Abstract](#)

- ☐ 23. **Cvs Hit with Class-Action Suit Over Mailings Mass. Plaintiff Alleges Pharmacy Chain Violated Privacy by Sharing Drug Data with Marketing Firm**  
*Reidy, Chris. Boston Globe.* Boston, Mass.: Mar 26, 1998. p. C.1

 [Full text](#)

 [Abstract](#)

- ☐ 24. **CVS HIT WITH CLASS-ACTION SUIT OVER MAILINGS MASS. PLAINTIFF ALLEGES PHARMACY CHAIN VIOLATED PRIVACY BY SHARING DRUG DATA WITH MARKETING FIRM; [Third Edition]**  
*Chris Reidy, Globe Staff. Boston Globe.* Boston, Mass.: Mar 26, 1998. p. C.1

 [Full text](#)

 [Abstract](#)

- ☐ 25. **Custom publishing group forms**  
*John W Ellis IV. Marketing News.* Chicago: Mar 16, 1998. Vol. 32, Iss. 6; p. 10 (1 page)

 [Full text](#)

 [Page Image - PDF](#)

 [Abstract](#)

- ☐ 26. **CVS Also Cuts Ties To Marketing Service; Like Giant, Firm Cites Privacy on Prescriptions**  
*O Harrow, Robert Jr. The Washington Post.* Washington, D.C.: Feb 19, 1998. p. E.01

 [Full text](#)

 [Abstract](#)

- ☐ 27. **CVS Also Cuts Ties To Marketing Service; Like Giant, Firm Cites Privacy on Prescriptions; [FINAL Edition]**  
*Robert O'Harrow Jr.. The Washington Post.* Washington, D.C.: Feb 19, 1998. p. E.01

 [Full text](#)

 [Abstract](#)

- ☐ 28. **Accent Marketing's growth shows no sign of slowing**  
*CARY STEMLE Business First Staff Writer. Business First.* Louisville: Jan 12, 1998. p. 10

 [Abstract](#)

- ☐ 29. **The 8 commandments...of design**  
*Jack Schmid. Catalog Age.* New Canaan: Jan 1998. Vol. 15, Iss. 1; p. 57 (3 pages)

 [Text+Graphics](#)

 [Page Image - PDF](#)

 [Abstract](#)

- ☐ 30. **Gallup to measure postal customer satisfaction**  
*Anonymous. Direct Marketing.* Garden City: Jan 1998. Vol. 60, Iss. 9; p. 12 (1 page)

 [Full text](#)

 [Page Image - PDF](#)

 [Abstract](#)

1-30 of 277

< First | < Previous 1 2 3 4 5 6 7 8 9 10 Next >

Want an alert for new results sent by email? [Set up Alert!](#) [About](#)

Results per page: **30** ▼

## Basic Search

Tools: [Search Tips](#) [Browse Topics](#) [9 Recent Searches](#)

SUB(Direct marketing) and (layout or arrang\* or format\* or organi\*) and (c

[Search](#)

[Clear](#)

Database:

Multiple databases...



Select multiple databases

Date range:  ☒  [About](#)

Limit results to: ☐ Full text documents only 

☐ Scholarly journals, including peer-reviewed  [About](#)

[More Search Options](#)

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)

